

ORDER



KSDK

Orders
Order / Rev: 718703
Alt Order #:
Product Desc: McCaskill for Senate 2012
Estimate: 12211
Flight Dates: 10/01/12 - 10/11/12
Original Date / Rev: 10/18/12 / 10/18/12
Order Type: Political

Primary AE: Local House
Sales Office: KSDK
Sales Region: LOC

Agency
Name: Media Strategies
Buying Contact:
Billing Contact:
 9990 Lee Hwy #210
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: McCaskill, C/ D/ Senate
Demographic: A25-54
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/11/12	59	\$55,200.00	\$46,920.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	59	\$55,200.00	\$46,920.00	0.00
Totals	59	\$55,200.00	\$46,920.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	10/01/12	10/05/12	M-F 5-6A 5-6a	CM	5-6A	1---1--	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	1---1--			2		\$250.00	0.00					
2	KSDK	10/01/12	10/05/12	M-F 6-7A 6-7a	CM	6-7A	11111--	:30	5	\$500.00	P-3	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	11111--			5		\$500.00	0.00					
3	KSDK	10/01/12	10/05/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	11111--	:30	5	\$675.00	P-2	0.00	NM	5	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	11111--			5		\$675.00	0.00					
4	KSDK	10/06/12	10/06/12	SAT TDY NBC Today Show (Sa)	CM	7-9A	-----S-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	-----S-			1		\$400.00	0.00					
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
		1	KSDK	10/01/12-10/07/12	SAT TDY	7-9A	-----Sa--	:30		\$400.00	0.00	NM			
5	KSDK	10/07/12	10/07/12	Sun 6-7A Sun 6-7A	CM	6-7A	-----S	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	-----S			1		\$300.00	0.00					
6	KSDK	10/03/12	10/03/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	--W----	:30	1	\$525.00	P-2	0.00	NM	1	\$525.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KSDK	10/03/12	10/03/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	--W----	:30	1	\$525.00	P-2	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	--W----		1			\$525.00			0.00			
7	KSDK	10/02/12	10/02/12	M-F 10-11A News at 10am	CM	10-11A	-T-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	-T-----		1			\$200.00			0.00			
8	KSDK	10/05/12	10/05/12	M-F 11-12P Today Show III	CM	11A-12P	----F--	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	----F--		1			\$375.00			0.00			
9	KSDK	10/04/12	10/04/12	M-F Noon News Noon News	CM	12-1230p	---T---	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	---T---		1			\$450.00			0.00			
10	KSDK	10/01/12	10/01/12	Days of Our Lives Days of Our Lives	CM	1-2P	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	M-----		1			\$600.00			0.00			
11	KSDK	10/03/12	10/03/12	M-F 2-3p Dr. Oz	CM	2-3p	--W----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	--W----		1			\$300.00			0.00			
12	KSDK	10/02/12	10/04/12	M-F 3-4p Ellen	CM	3-4p	-1-1---	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	-1-1---		2			\$450.00			0.00			
13	KSDK	10/01/12	10/05/12	M-F 430-5p Jeopardy	CM	430-5p	1-1-1--	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	1-1-1--		3			\$750.00			0.00			
14	KSDK	10/02/12	10/04/12	M-F 4P News News 5 at Four	CM	4-430P	-1-1---	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	-1-1---		2			\$600.00			0.00			
15	KSDK	10/01/12	10/05/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	11111--	:30	5	\$1,000.00	P-3	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	11111--		5			\$1,000.00			0.00			
16	KSDK	10/01/12	10/05/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	11111--	:30	5	\$1,100.00	P-3	0.00	NM	5	\$6,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	11111--		5			\$1,100.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	4	KSDK	10/01/12-10/07/12	M-F 6P News		6-630P	MTWThF----	:30		(\$1,100.00)		0.00	NM		
		See MG 16.6 [NA/Oversold]													
	6	KSDK	10/04/12-10/04/12	M-F 6P News		6-630P	---Th-----	:30		\$1,650.00		0.00	NM		
		[placing]													
17	KSDK	10/01/12	10/05/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	11111--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	11111--		5			\$1,500.00			0.00			
18	KSDK	10/01/12	10/01/12	Mon Prime Other The Voice	CM	7-9p	M-----	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	M-----		1			\$3,500.00			0.00			
19	KSDK	10/02/12	10/02/12		CM	7-8P	-T-----	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Tue Prime A The Voice															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	-T-----	1		\$3,500.00	0.00							
20	KSDK	10/02/12	10/02/12	Tue Prime B Go On/ The New Normal	CM	8-9P	-T-----	:30	1	\$1,650.00	P-2	0.00	NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	-T-----	1		\$1,650.00	0.00							
21	KSDK	10/02/12	10/02/12	Tue Prime C Parenthood	CM	9-10P	-T-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	-T-----	1		\$1,500.00	0.00							
22	KSDK	10/03/12	10/03/12	Wed Prime A Animal Practice/ Guys with Kids	CM	7-8P	--W----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	--W----	1		\$900.00	0.00							
E 23	KSDK	10/03/12	10/03/12	Prime Political Program Prime Political Program	CM	8-10p (8:00 PM-10:00 PM)	--W----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	--W----	1		\$2,500.00	0.00							
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	1	KSDK	10/01/12-10/07/12	Prime Political Program		8-10p	(8:00 PM-10:00 PM) F-W-----	:30		(\$2,500.00)	0.00	NM			
	See MG 23.2,23.3														
	[Spot did not air due to Presidential Debate]														
	2	KSDK	10/11/12-10/11/12	Prime Political Program		8-10p	(8:00 PM-10:00 PM) F--Th-----	:30		(\$2,000.00)	0.00	NM			
	Ⓜ Credited														
	[credit]														
	3	KSDK	10/06/12-10/06/12	Sat 6p		6-630P	-----Sa--	:30		\$500.00	0.00	NM			
	Ⓜ MG for 23.1 10/03														
	[n/a]														
24	KSDK	10/04/12	10/04/12	Thu Prime B Office/ Parks & Rec	CM	8-9P	---T---	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	---T---	1		\$1,500.00	0.00							
25	KSDK	10/05/12	10/05/12	Fri Prime C Dateline	CM	9-10P	----F--	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	----F--	1		\$2,250.00	0.00							
26	KSDK	10/01/12	10/05/12	LN (M-F) LN (M-F)	CM	10-1035p	11111--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	11111--	5		\$1,200.00	0.00							
27	KSDK	10/01/12	10/04/12	Tonight Show Tonight Show	CM	1035-1137p	1-11---	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	1-11---	3		\$450.00	0.00							
28	KSDK	10/05/12	10/05/12	Late Night Late Night w/Jimmy Fallon	CM	1135p-1235x	----F--	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	----F--	1		\$125.00	0.00							
													Totals	59	\$55,200.00